

5000
FOR
15
IN
100
AND
MORE
VOTES



5000
FOR
15
IN
100
AND
MORE
VOTES

Save the Flour Sacks with the Above
TRADE-MARK

The Herald gives one vote for each penny represented in the retail sale price on receipt of such or barrel tops showing trade mark.

SOLD BY ALL GOOD GROCERS.



Healthy
Cows
and a
Sanitary
Dairy
Means
Pure
Milk.

These caps redeemable at The Herald office for 10 votes in the \$25,000 contest.

Mustard
Campholine
is a common-sense
remedy for aches
and pains. A clean,
powerful ointment,
that won't muss nor
blister. 25c a jar.
At the Drug Shops.

We give Herald \$25,000 contest votes.



10c Cartons
Redeemable
for
10
VOTES
in
\$25,000
Contest

**SUPER-SANOR
ROSE and ALMOND
CREAM**

Nature's beautifying ingredients
skillfully blended.
Only one of our celebrated Super-
Sanor preparations. There are many
others.

**M. A. LOUIS & SONS,
Herb Specialists,
22 G Street N. W.**

We give Herald \$25,000 contest votes.

"X-ILRO"
THE BEST YET

FOR
HEADACHE
INDIGESTION
NERVOUSNESS, &c.

**NO FUSS
MUSS
FIZZ**

Tonic Bracer for
THE MORNING AFTER.
Sold at all Drug Stores.
Four-dose Bottles... 10c

At all Soda Fountains and Bars, by
the dose.

Bottles and wrappers redeemable
for 10 votes in The Herald's \$25,000
contest. Pint bottle, 64 doses, \$1.00.
Good for 100 votes.

"X-ILRO"
THE BEST YET

Have You Tried
**HOFF'S LEMON
SEIDLITZ**
TRADE MARK
the Good tasting Seidlitz Powder
Labels Good for Votes Washington Herald Contest



"The Wonderful Cleaner." Marble,
painted, sinks, doors, glass, in fact,
will clean up everything from a
guilty conscience to a campaign
contribution. The soap of all soaps.
TRY IT.

Save Box Tops. Redeemable at
Herald office for 10 votes in the
\$25,000 contest.

LAXATABS
Are designed to cure every ailment.
Superior to salts, seidlitz powders,
magnesia, or mineral cathartics.

Trial Bottle Free

THE LAXATABS CO.,

Ninth and K Streets Northwest.
Bottles redeemable for Herald
\$25,000 contest votes.

"Pulmo Elixir"
is a Wonderful Botanical Discovery
for the
LUNGS.

It has relieved and cured others.
Why not you?

Sold by all druggists. Prepared by

THE PULMO MEDICAL COMPANY
34 Warder Bldg., Washington, D. C.

Save Cartons for votes in Herald
\$25,000 contest.



Save the cartons. Good for
10 votes.

A Substitute for Nature's
Hair Color Pigment.
A refined scientific remedy
for gray, bleached, and faded
hair. Dy-Lox Compound is a
pure vegetable remedy, and
can be used without the
slightest fear of injury to the
hair or scalp. Price, \$1.00.
Compounded by Schmitt
Chemical Laboratories, Chi-
cago, U. S. A.

EMERALDS

SYSTEM CLEANERS—A tab-
let easy to take, that quickly
cleanses the system of all im-
purities—TEN CENTS A BOX.

DRUG COMPANY

4th Street and Mass. Avenue.
GOOD FOR VOTES IN HERALD
\$25,000 CONTEST.

**Demon
Exterminator
KILLS 'EM.**

Death to Vermin and Bugs.

FOR SALE AT DRUGGISTS.

Save the Labels.

One vote in \$25,000 contest for every
penny in retail price.

SAVE THE BOX TOPS

**Wood-Dale
CANDIES**

NOTED FOR PURITY and FRESHNESS
50c POUND

Box Top Good for 10 Votes.
Full Pound Box Top Good for 25 Votes.

Famous Chocolate Mints, 10c a Box.

Box Top Good for 10 Votes.

2006 Fourteenth Street N. W.

Phone for a Box—North 5441.

**It's a Hot Race for that \$25,000
YOU CAN BE A WINNER!**

Here's the Way to Get One of the 350 Awards

The race gets hotter and more in-
tense every day. Contestants are work-
ing harder than ever. YOU must keep
on the jump to win! Follow the mer-
chants and manufacturers whose adver-
tisements appear in The Washington
Herald either on this or some other page.
Advertisers in the contest have this line
in their announcements: "We give votes
in The Herald's \$25,000 contest." Retail
merchants all over the city are giving
votes. Buy from them.

You get one vote with every 5 cents
you spend with them. These firms sell
everything you need. Watch for new
announcements.

Scores of manufacturers are repre-
sented. Save the wrappers, labels, or
cartons of their goods and turn them
in at the Contest Building, 714 Thirteenth
Street Northwest. We give votes in
The Herald's \$25,000 contest.

You get one vote for each cent you spend for a manu-
factured product advertised in the con-
test. You get the votes on the product
whether the merchant you buy from is
in the contest or not, but by buying

from a merchant in the contest you get
both from him and the manu-
facturer on the same purchase.

Read all the advertisements in The
Herald to keep in close touch with the
contest opportunities.

Be sure that contestants have to
bear no expense, and become all lines
of goods are represented in the contest.
Nominations are not required.

It is advisable for contestants to se-
cure copies of the list of advertising
merchants and manufacturers from The
Advocate and distribute them among
their friends with the request that they
patronize these establishments and pro-
ducts.

In asking a person to assist him in the
contest a contestant is doing that
person a favor. For by patronizing the
firm in the contest the public is certain
to get reliable qualities at moderate
prices.

Success will not come by chance. It
is not a "lucky" contest. To win you
must plan, work, and stop lively. Per-
sistent effort is the secret of success.
Above all, be sure you know all the ad-
vertisers in the contest.

By all means enter at once. The delay

of a single week or day may result in
defeat at the end of the competition. All
that is necessary to do to enter the con-
test is to cut out one of the nomina-
tion blanks printed daily in The Herald,
fill it in, and forward it to The Advocate.
Upon the acceptance of the nomination
the nominee will be credited with 100
votes. A person may nominate himself
or have some one else do it for him. If
it is inconvenient to send in one of the
nomination blanks, then for-
ward the name, address and telephone
number, if any, of the nominee, the
number of the voting district, and the
name of the nominator. Nominations
should be addressed to The Advocate,
Washington Herald Contest Headquar-
ters, 714 Thirteenth Street Northwest,
Washington, D. C.

Only one nomination will be accepted
for each nominee. Persons in sending
in nominations should be careful that the
number of the voting district is given
correctly. Entering the contest places
the competitor under no obligation. It
does not require the expenditure of
money, or the possession of unusual
gifts.

If you have not already entered the
contest, cut the blank out at once, fill
it in, and send it to The Advocate.



Contest Headquarters and Display Rooms, 714
Thirteenth Street N. W.

**Always Insist on Products Adver-
tised in Contest. Accept
No Substitutes.**

Bring Labels, Trade Marks, &c., of advertised products to Herald
Contest Headquarters, 714 Thirteenth Street Northwest, and receive
return votes at rate of one for each cent in purchase. Does not mat-
ter where products are purchased.

**RULES OF THE
CONTEST.**

Every contestant should be familiarly
acquainted with the rules and conditions
governing the contest. They should be
strictly adhered to. Read them carefully
and observe them in letter and spirit.
They are as follows:

1. Any reader of The Herald may nomi-
nate himself or another person by filling
out the nomination blank and sending it
to The Advocate; or, if he has not the
nomination blank at hand, by forwarding
the name, address, and telephone num-
ber, if any, of the person placed in
nomination. Upon acceptance, proper
notification will be made, and 100 votes
will be credited to the contestant as a
"starter."
2. Merchants and manufacturers co-
operating in the contest, employees of the
firm, members of their families, and
employees of The Washington Herald and
members of their families are barred
from competing.
3. In case of the votes, the article in-
volved will be sold and the proceeds
equally divided among the contestants
tying.
4. Contestants are requested to send
their votes to The Advocate as often as
possible. Persons may cast votes for any
of the contestants, but those once sent
in cannot be transferred to the
another person.
5. Votes can be obtained only
on the basis of the firm and products
used in connection with the contest.
6. The Washington Herald
right to introduce new advertise-
ments during the contest. Con-
testants should watch the paper every
day for these changes. The advertisement
may be withdrawn at any time.
Washington Herald for good reason
such event votes will not be count-
ed. The firm after the date that the
advertisement is dropped.
7. Contestants may compete on
the basis of the articles to be awarded in the
contest.
8. Candidates are not restricted
to their districts, however, in the
securing votes. Votes may be per-
sonal in any section of the city and
any contestant, regardless of dis-
trict.
9. The contest is now on and on
until 12 o'clock (midnight), Febru-
ary 1912.
10. The relative standing of con-
testants, as well as any changes in the
governing the contest, will appear
in The Washington Herald from time
to time.

Washington's Newest and Most Interesting Establishment

The Herald Contest Store
**714 Thirteenth St.
Northwest**



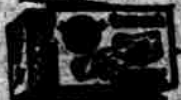
THE Advocate has transformed the first floor of
the new headquarters of The Herald's
\$25,000 contest into a live, hustling store,
where practically all the products advertised in con-
nection with the contest will be on sale.

The object is not to compete with the mer-
chants of the city, but to insure contestants and
their supporters of one place where ALL the manu-
factured products with which votes are given can
be found. It is for the convenience of those who have difficulty in
getting these goods at their regular dealers.

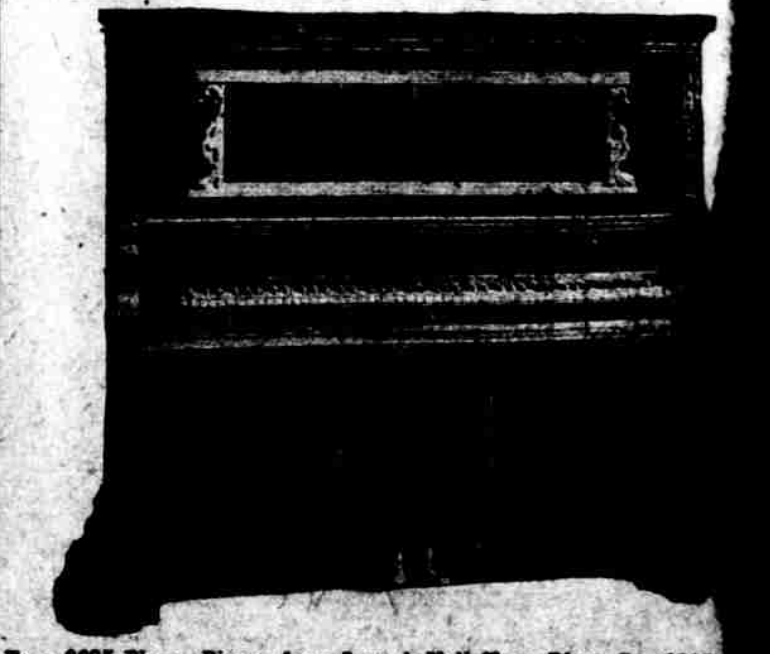
The Advocate will conduct a wholesale as well as a retail business.
Merchants are invited to bring or send in their orders. Immediate
delivery is assured.

Visit The Herald Con-
test Headquarters
and Bring Your
Friends.

Good health can be yours. Take
Cottrell's U. S. S. Vegetable Compound



Ideal preparation for constipa-
tion, liver and kidney troubles, in-
digestion, acid indigestion, rheuma-
tism, and painful menstruation. No
opiates. See at leading druggists.
**INTERNATIONAL ANTHROPOLOGICAL
CO., CHICAGO, ILL.**



Four \$625 Player Pianos from Joseph Hall Chase Piano Co., 1907